

WHAT I CLAIM IS:

1. A multi-level personal utility cart, comprising:
 - a frame including a handle having a rearwardly positioned upper portion, side portions, and a forwardly extending lower portion,
 - a first basket assembly pivotably supported to said frame,
 - a second basket assembly disposed atop the first basket assembly and pivotably supported to said frame, and
 - said first and second basket assemblies being simultaneously pivotable on said frame toward said handle upper portion so that said first and second basket assemblies can be collapsed against a portion of said frame into a compact and substantially planar structure.
2. The multi-level personal utility cart of claim 1, and further including wheels supported on said lower handle portion.
3. The multi-level personal utility cart of claim 2, wherein said wheels are swivel wheels and are spaced apart from one another.
4. The multi-level personal utility cart of claim 2, wherein said frame further includes a vertical support member depending from said handle portion, and a second set of wheels supported on said support members.

5. The multi-level personal utility cart of claim 1, wherein said first basket assembly is supported on said lower portion of said handle.
6. The multi-level personal utility cart of claim 1, wherein said first and second basket assemblies each includes panels at the front, sides, and bottom thereof, said second basket assembly further being supported by said first basket assembly.
7. The multi-level personal utility cart of claim 6, wherein said second basket assembly is collapsible independently of said first basket assembly whereby the interior of said first basket assembly can be accessed independently of the interior of said second basket assembly.
8. The multi-level personal utility cart of claim 1, wherein said handle includes U-shaped segments at the upper and lower portions thereof, said U-shaped segments connecting opposing sides of said handle.
9. The multi-level personal utility cart of claim 1, wherein said frame includes a grillwork backbone and vertically extending, parallel support members, said backbone extending laterally between said support members and forming the rear panel for each of said upper and lower basket assemblies.

9. The multi-level personal utility cart of claim 1, wherein said front, side and bottom panels of upper and lower basket assemblies are substantially planar elements.

10. The multi-level personal utility cart of claim 9, wherein said substantially planar elements are comprised of wires in a grillwork configuration.

11. The multi-level personal utility cart of claim 1, wherein said frame includes slide members slidably supported on said side portions of said handle, said slide members supporting therebetween a grillwork backbone panel which forms the back panel of the first and second basket assemblies when the cart is fully open.

12. The multi-level personal utility cart of claim 11, wherein each of said side portions of said handle include a locking protruberance, and each of the slide members include a lock adapted to engage the locking protruberance to hold a respective slide member in a secure, fixed, location on the side portion of the handle on which the slide member is supported.

13. The multi-level personal utility cart of claim 1, wherein said frame includes clip elements carried by first basket assembly for securing second basket assembly to the first basket assembly, said clip elements being releasably secured to the front of at least the second basket assembly.

14. The multi-level personal utility cart of claim 1, wherein said frame includes parallel hook members on a portion thereof for suspending the cart, when the cart is collapsed.

15. The multi-level personal utility cart of claim 1, wherein said frame includes tag holders on the front panel of first and second basket assemblies for supporting indicia-bearing tags.

16. The multi-level personal utility cart of claim 1, wherein said first and second basket assemblies are comprised of wire grillwork.

17. A method for deterring theft of "conventional" shopping carts from market premises, the "conventional" shopping carts being of the kind typically owned or leased, and stocked, by markets to enable customers, who have come to the market premises to obtain goods, to transport the purchased goods from storage or display areas in the market to check-out areas and then to the customers' vehicles, said method further serving the needs of customers to have carts to transport their purchases to their homes after a shopping experience at the markets, the needs of the markets to retain the "conventional" carts at the market premises, and the needs of vendors of products and services to the markets to be recognized by the shopping public, said method comprising the steps of:

providing a “non-conventional” personal shopping cart to the customer for purchase by the customer, said “non-conventional” shopping cart being of the kind that can be lawfully removed by the customer from the market premises,

marking said “non-conventional” shopping cart with information identifying the customer as the owner of the cart,

marking the “non-conventional” shopping cart with information identifying one or more vendors of services or products offered or sold at the market, and

providing the customer with discounts on said services or products offered or sold by said one or more vendors at said market.

18. The method of claim 17, wherein said “non-conventional” shopping cart comprises a multi-compartment personal hand cart, and the step of marking the “non-conventional” shopping cart with information identifying the customer as the owner of the shopping cart comprises attaching a tag to an outer surface of one of the compartments, said tag being visible to display owner-identifying information to other customers.

19. The method of claim 18, wherein said “non-conventional” shopping cart comprises a personal hand cart having a plurality of baskets stacked upon each other with each basket being uniquely accessible, and said first and second steps of marking said cart with information comprises attaching tags to an outer surface of each of said baskets on the same side of the cart.

20. The method of claim 17, wherein said "non-conventional" shopping cart comprises a multi-compartment personal hand cart as recited in claims 1-16, and the first step of marking said "non-conventional" shopping cart with information identifying the customer as the owner of the shopping cart comprises attaching a tag to an outer surface of one of the compartments, said tag being visible to display owner-identifying information to other customers.